

Baked Goods in South Africa

November 2023

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Baked Goods in South Africa - Category analysis

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2023 DEVELOPMENTS

Another notable rise in average unit price drives down retail demand for packaged leavened bread Health and wellness trend drives up demand for flat bread and fortified options

Gradual shifts in consumers' purchasing behaviour influences distribution

PROSPECTS AND OPPORTUNITIES

Packaged leavened bread will struggle to recover through retail due to elevated prices and competition from foodservice

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